



# HipLink Integrated Public Alert and Warning System (IPAWS) Solution Brief



## Dispatching to IPAWS from HipLink®

HipLink for Integrated Public Alert and Warning System (IPAWS) service enables authorized officials to send critical communication from a single portal through multiple communication pathways.

The HipLink Software Solution features full support and comprehensive user training.

The Integrated Public Alert and Warning System (IPAWS) allows federal, state, territorial and local authorities to send critical public alerts and warning information.

IPAWS is funded and organized by the Federal Emergency Management Agency (FEMA), an agency of the Department of Homeland Security.

IPAWS is a modernization and integration of the nation's alert and warning infrastructure. This system does not necessarily replace existing methods of mass notification, but instead offers new capabilities.

Although there is no charge from FEMA to use IPAWS, access must be secured from an organization with an approved interface, such as HipLink.

IPAWS enables authorities to send alerts from a single portal to multiple communication pathways such as the Emergency Alert System (EAS), Wireless Emergency Alerts (WEA), formerly known as the Commercial Mobile Alert System (CMAS), and NOAA Weather Radios.

IPAWS can only be accessed through software such as HipLink, that meets the IPAWS system requirements. To become approved, organizations must complete a Memorandum of Agreement and apply for public alerting permissions with FEMA.

Once certified and trained, federal, state, local, tribal or territorial alerting organizations are designated as a Collaborative Operating Group (COG). A COG may have members from multiple organizations (e.g. regional aid) with each individual member account administered through its software system.

“Our cutting-edge platform excels at providing a centralized communication system that connects diverse elements within the customers’ infrastructure, including manual, homegrown and various carrier interfaces, on a single platform.”

— Pamela LaPine  
CEO and President, HipLink



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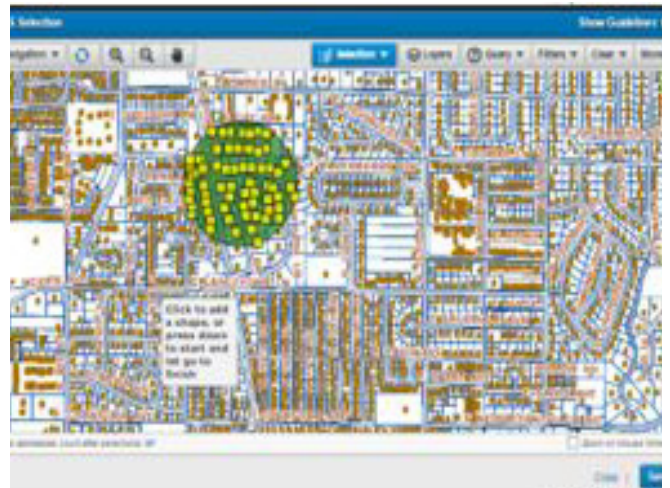
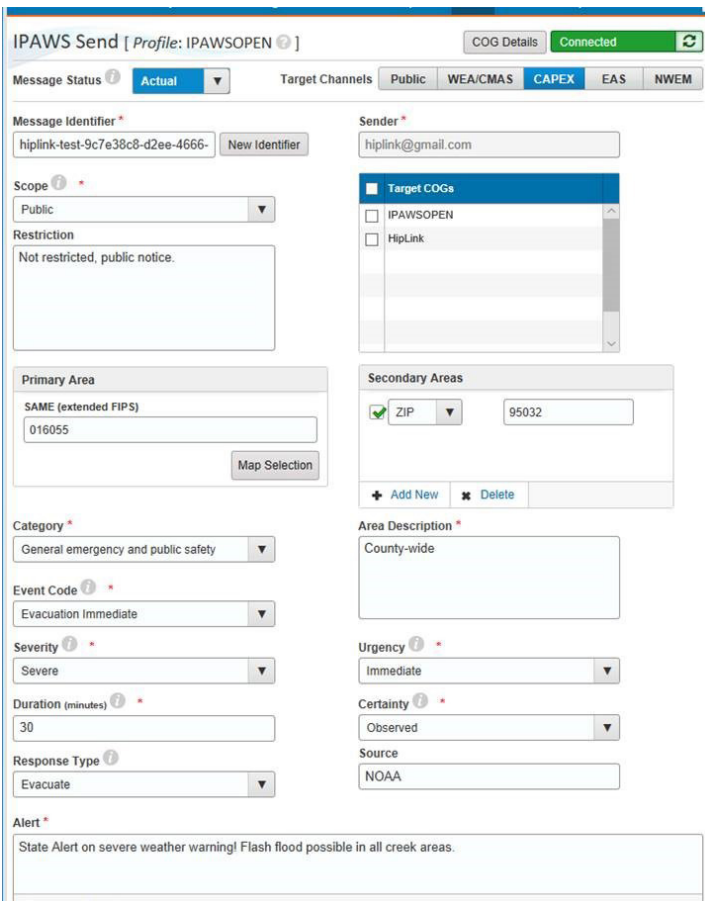
In addition to IPAWS, HipLink offers additional options for mass notifications, such as:

- Quick & easy emergency notifications
- Geographic targeting by registered address
- Message delivery to landline phones
- Message delivery to non-WEA supported devices (ex: pagers, email, etc.)
- SMS message delivery for non-emergencies
- Fax message delivery
- Transmission of messages for 3<sup>rd</sup> party systems
- Delivery to plasma screens and alarm beacons
- Integrated workflow with no need for additional applications

IPAWS Send Panel

- Define CAP alert ID & sender name
- Target COG destination
- Designate alert scope (public, private, restricted)
- Designate FIPS code, zip code, GIS coordinates, SAME code, etc.
- Control alert category and event type
- Dictate alert severity, urgency and certainty
- Create alert messages for all IPAWS agencies, including WEA
- Describe long alert messages that require secondary information
- Instruct which targeted population to alert

HipLink has teamed up with FEMA as an IPAWS compliant CAP Alert Origination Tool to offer one of the most comprehensive public notification systems available in the marketplace today. IPAWS dispatch is a licensed feature in HipLink.





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